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By:

  
Yvette L. Chriscaden

Date: September 28, 2005

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Before the Board of Patent Appeals and Interferences

Application No. : 09/816,552 Confirmation No.: 6531  
Inventor : Mark S. Igra  
Filed : March 23, 2001  
Title : COMMON DESIGN FOR WEB PAGES THROUGH  
EMPLOYMENT OF MASTER SPECIFICATIONS  
Art Unit : 2179  
Examiner : Hutton, William D. Jr.  
Customer No. : 25,943

Mail Stop: Appeal Brief-Patents  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

APPELLANT'S BRIEF IN SUPPORT OF APPELLANT'S APPEAL  
TO THE BOARD OF PATENT APPEALS AND INTERFERENCES

Dear Sir:

This appeal furthers the Notice of Appeal filed on July 29, 2005. The appeal arises from a final decision by the Examiner in the Office Action, dated May 2, 2005. The final decision was in response to arguments filed on December 15, 2004, in response to an earlier office action, mailed September 22, 2004. Appellant filed an After Final Response on July 20, 2005. The Examiner responded with an Advisory Action on August 10, 2005, maintaining the rejections.

Appellant submits this *Brief on Appeal* in triplicate, including payment in the amount of \$500.00 to cover the fee for filing the *Brief on Appeal*. Appellant

respectfully requests consideration of this appeal by the Board of Patent Appeals and Interferences for allowance of the present patent application.

**Real Party in Interest:**

This application is assigned to BEA Systems, Inc., having a principal place of business at 2315 North First Street, San Jose, California 95131. Assignments have been recorded with the United States Patent and Trademark Office at reel/frame 011980/0829 and 015977/0731.

**Related Appeals and Interferences:**

To the best of Appellant's knowledge, there are no related appeals or interference proceedings currently pending which would directly affect or be directly affected by or have a bearing on the Board's decision in this appeal.

**Status of Claims:**

Claims 1-33 were pending and rejected in the Final Office Action dated May 2, 2005. Claims 1-33 are pending and are reproduced, as pending, in Appendix A.

**Status of Amendments:**

Claim amendments to correct informalities have been entered by the Examiner after the mailing date of the final rejection.<sup>1</sup>

**Summary of the Claimed Subject Matter:**

As stated in the first paragraph on page 1 of the specification of the instant application, the invention relates to the efficient creation and maintenance of a common design for a web site or web based applications. A master specification **202** is provided to specify a common design for a number of web pages to be generated, as depicted in **FIGS. 2 and 3**. **See page 7, lines 5-17**. The common design includes common content placement, and at least one of a common style and a common navigation arrangement. The content of a first resultant web page is

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<sup>1</sup> The Examiner has objected to the specification as failing to provide proper antecedent basis for a "third control section" and "third content section." While Applicant disagrees that the specification fails to provide proper

defined employing a first subordinate web page specification **204/206**, including reference to the master specification **202** for content placement, and at least one of style and navigation, as shown by **FIG. 2**. **See page 7, line 5, through page 9, line 24**. The content of a second resultant web page is similarly defined. **See FIG. 2 and page 7, line 5, through page 9, line 24**. In turn, the first and second resultant web pages are generated with first and second contents being placed, styled and/or having the common navigation arrangement in accordance with the master specification **202**, as depicted in **FIG. 3**. **See page 9, line 24, through page 10, line 14**.

**Grounds For Rejection To Be Reviewed On Appeal:**

- I. Whether claims 1-23, 26-29 and 32-33 are patentable under 35 U.S.C. §102(b) over the teachings of U.S. Patent No. 5,860,073 to *Ferrel, et al.* (hereinafter "Ferrel");
- II. Whether claims 25 and 31 are patentable under 35 U.S.C. §103(a) over Ferrel in view of *Keating*, U.S. Patent Application Publication US 2002/0052895 (hereinafter "Keating").
- III. Whether claims 24 and 30 are patentable under 35 U.S.C. §103(a) over Ferrel in view of *Lie, et al.*, "Cascading Style Sheets, Level 1" W3C Recommendation 17 Dec 1996, revised 11 Jan 1999 ([www.w3.org/TR/CSS1](http://www.w3.org/TR/CSS1)) (hereinafter "Lie") and Keating.

**Grouping of Claims**

For purposes of this appeal, based on the above listed grounds of rejection and their current pending states, all claims 1-33 stand or fall together.

**Arguments**

- I. Rejection of claims 1-23, 26-29 and 32-33 under 35 U.S.C. §102(b) was improper because Ferrel failed to teach each and every limitation.

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antecedent basis, Applicant is willing to amend the specification on remand to clarify the basis for the third content and control sections.

It is well settled that anticipation under 35 U.S.C. §102 requires the disclosure in a signal piece of prior art to teach **each and every** limitation of a claimed invention. *Electro Med. Sys. S.A. v. Cooper Life Sciences*, 34 F.3d 1048, 1052, 32 USPQ2d 1017, 1019 (Fed. Cir. 1994). . MPEP 2131 states, "TO ANTICIPATE A CLAIM, THE REFERENCE MUST TEACH EVERY ELEMENT OF THE CLAIM" and "a claim is anticipated only if each and every element as set forth in the claim is found, either expressly or inherently described, in a single prior art reference." *Verdegaal Bros. v. Union Oil Co. of California*, 814 F.2d 628, 631, 2 USPQ2d 1051, 1053 (Fed. Cir. 1987).

Furthermore, anticipation requires that each claim element must be identical to a corresponding element in the applied reference. *Glaverbel Société Anonyme v. Northlake Mktg & Supply, Inc.*, 45 F.3d 1550, 1554 (Fed. Cir. 1995). Thus, to anticipate the present invention, Ferrel must disclose every element recited in the pending claims.

Claim 1 recites:

1. A web page generation method comprising:
  - defining a **master specification** specifying a **common style**, a **common navigation arrangement**, and **common content placement for each resultant web page** to be generated;
  - defining a first subordinate content specification specifying first content of a first resultant web page, referencing the master specification for style, navigation and content placement;
  - defining a second subordinate content specification specifying second content of a second resultant web page, referencing the master specification for style, navigation, and content placement; and
  - generating said first and second resultant web pages with said first and second contents being placed and styled in accordance with said **common content placement** and said **common style** specified by said master specification, and said first and second resultant web pages having said **common navigation arrangement** specified by said master specification.

Thus, the invention as claimed clearly requires a master specification specifying common style, common navigation arrangement and common content placement for each resultant webpage.

Ferrel discloses a method for using style sheets to format content in an online publishing system (See *e.g.*, Ferrel Col. 1, Lines 5-7). In particular, Ferrel teaches the division of each webpage into independent display regions or “controls” (See *e.g.*, Ferrel Col. 3, Line 14), the linking of each display control to a style sheet (See *e.g.*, Ferrel Fig. 13a and b, and Col. 3, Line 12-14), and the linking of each content object to a display control. (See *e.g.*, Ferrel Fig. 8).

In the present invention as claimed in claim 1, **common** spatial placement of the substantive content on each page is determined by a single **master specification**. Claim 1 recites “defining a master specification specifying ... common content placement for each resultant web page” and “generating said first and second resultant web pages ... in accordance with said common content placement.” In contrast, while Ferrel does teach a method of content placement, it does not teach the method of **common** content placement among pages, as recited in claim 1. As Figure 8 of Ferrel shows, the layout for each page must be independently created, requiring the size of each control to be separately selected and edited by the designer (See *e.g.*, Ferrel Col. 19, Lines 24-25). In the present invention, as claimed, layout for each page need not be separately created or edited. By having the **master specification** control placement of substantive content, as recited in Claim 1, no modifications to the web page specifications are necessary when the common area changes in size and/or shape.

Further, Ferrel fails to show *any* method of navigation between the pages and, thus, does not teach or anticipate a method for applying **common** navigation between the pages. In the method claimed by claim 1, common navigation is required by the recitation of “a master specification ... specifying common navigation arrangement.”

Further, in the present invention claimed by claim 1, a “master specification specifying common style” is required. Ferrel teaches away from one common source for style elements, as it teaches each object has its own style specifications. In Ferrel, each display or content object must be separately linked to a display control, which may have variable formatting elements. “Each static story control or picture control is linked at publication time to just one object. Each of the controls on the page 434 references a style sheet 443 to provide formatting instructions on how the content is to be displayed” (See Ferrel Col. 19, Lines 7-11). “On each page are controls which contain instructions for gathering, formatting and displaying the linked content onto the page” (See Ferrel Col. 6, Lines 64-66). Each display control separately must be linked to a style sheet, with variable formatting elements. “Content objects are viewed after being formatted by a particular linked control. The control knows how to format a particular piece of content by looking at the style that has been defined for that content by the designer and then comparing that style to a linked style sheet. Because each control on a page can have a different associated style sheet, different controls on the same page can each display the same linked content in varying formats.” Thus, in contrast to the present invention as claimed in claim 1, Ferrel does not teach or anticipated common design by way of a **master specification** for all content, but rather Ferrel shows variable design, requiring multiple steps for each content object. (See Ferrel Col. 7, Lines 6-12).

In Ferrel, the content on a particular resultant web page has no common design, as the design of each element is independently determined, nor is there a common design among web pages. The creation of each page design requires multiple steps and multiple links. Figure 8 of Ferrel demonstrates three resultant web pages, each with a unique layout that the designer must separately create. Each content object has its own formatting elements, which the designer must separately create. Each content object has its own formatting elements, which the designer must separately create and apply to the object by separately linking to the control and to a style sheet. Changes in layout must be applied to each page; changes in style and formatting must be applied to each style sheet or control or the links between individual content objects, controls and style sheets must be changed.

Ferrel does not teach the use of one master specification controlling common design.

The instant application as claimed in claim 1 requires the use of a single master specification to create **common design in layout and/or style or navigation**, which applies to all web pages and all content contained in those web pages, and which is referenced a single instance by the resultant web page.

Therefore, Ferrel fails to anticipate at least the required “**master specification** specifying a **common style**, a **common navigation arrangement** and **common content placement** for **each** resultant web page” as recited in claim 1. Claim one is not anticipated and is patentable over Ferrel.

Claims 6,16,19 each require, inter alia, “a **master specification** defining **common design** for resultant web pages..., specifying **common content placement** and at least one of **common style** and **common navigation arrangement** for **each** of said resultant webpages.” Therefore, for at least the same reasons, these claims are also not anticipated, and thus, patentable over Ferrell.

Claims 22 and 28 each requires **common placement** and at least one of **style** or **common navigation** specified by the **master specification**. Therefore, for at least the same reasons, these claims are also not anticipated, and thus, patentable over Ferrell.

Claims 2-5, 7-15, 20-21, 23, 26-27, 29, 32-32 depend on claims 1, 6, 16, 19, 22 and 28, incorporating their limitations, respectively, therefore, for at least the same reasons, claims 2-5, 7-15, 20-21, 23, 26-27, 29, 32-32 are patentable over Ferrel under 102(e).

II. Rejection of claims 25 and 31 under 35 U.S.C. §103(a) was improper because Ferrel, in view of Keating, failed to teach each and every limitation.

Claims 25 and 31 have been rejected as being obvious over Ferrel, in view of Keating. Claims 25 and 31 depend on Claims 22 and 28, incorporating their limitations respectively. Keating does not remedy the deficiencies previously discussed in Ferrel, namely the proposed combination of references do not teach **common placement** and at least one of **style** or **common navigation** specified by the **master specification** as recited in the claims of the instant application. Accordingly, for at least the same reasons, claims 25 and 31 are patentable over Ferrel and Keating combined.

III. Rejection of claims 24 and 30 under 35 U.S.C. §103(a) was improper because Ferrel, in view of Lie, failed to teach each and every limitation.

Claims 24 and 30 have been rejected as being obvious over Ferrel, in view of Lie and Keating. Claims 24 and 30 depend on Claims 22 and 28, incorporating their limitations respectively. Lie, alone or in combination with Keating, does not remedy the deficiencies previously discussed in Ferrel, namely the proposed combination of references do not teach **common placement** and at least one of **style** or **common navigation** specified by the **master specification** as recited in the claims of the instant application. Accordingly, for at least the same reasons, claims 24 and 30 are patentable over Ferrel and Keating combined.

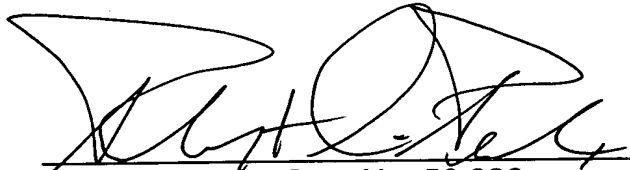
**Conclusion**

Appellant respectfully submits that all the appealed claims in this application are patentable and requests that the Board of Patent Appeals and Interferences overrule the Examiner and direct allowance of the rejected claims.



This brief is submitted in triplicate, along with Check Number 13363 for \$500.00 to cover the filing of appeal brief. We do not believe any additional fees, in particular extension of time fees, are needed. However, should that be necessary, please charge our deposit account 500393. In addition, please charge any shortages and credit any overages to Deposit Account No. 500393.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Robert C. Peck', written over a horizontal line.

Robert C. Peck, Reg. No. 56,826  
Agent for Appellant Applicants

Date: September 28, 2005

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## **Appendix A – Appealed Claims**

1. (Previously Presented) A web page generation method comprising:  
defining a master specification specifying a common style, a common navigation arrangement, and common content placement for each resultant web page to be generated;  
defining a first subordinate content specification specifying first content of a first resultant web page, referencing the master specification for style, navigation and content placement;  
defining a second subordinate content specification specifying second content of a second resultant web page, referencing the master specification for style, navigation, and content placement; and  
generating said first and second resultant web pages with said first and second contents being placed and styled in accordance with said common content placement and said common style specified by said master specification, and said first and second resultant web pages having said common navigation arrangement specified by said master specification.
2. (Original) The method of claim 1, wherein said defining of a master specification specifying a common style comprises specifying a reference to a style definition.
3. (Original) The method of claim 1, wherein said defining of a master specification specifying a common navigation arrangement comprises specifying a reference to a navigation specification.
4. (Original) The method of claim 1, wherein said defining of a master specification specifying a common content placement comprises specifying said common content placement within said master specification.
5. (Original) The method of claim 1, wherein each of said defining of a first and a second subordinate content specification specifying first and second content of a

first and a second resultant web page is made using a markup language having language elements for specifying control information in a control section, and said referencing of the master specification comprises specifying a reference to said master specification in said control section.

6. (Currently Amended) A web page generation method comprising:
  - receiving a master specification defining a common design for resultant web pages to be generated, specifying common content placement and at least one of common style and common navigation arrangement for each of said resultant web pages to be generated;
  - receiving a first subordinate web page specification defining first content for a first resultant web page to be generated, specifying said first content for said first resultant web page to be generated, and referencing the master specification for content placement and at least one of style and navigation;
  - receiving a second subordinate web page specification defining second content for a second resultant web page to be generated, specifying said second content for said second resultant web page to be generated, and referencing the master specification for content placement and at least one of style and navigation; and
  - generating said first and second resultant web pages with said first and second contents being placed, styled and/or having a common navigation arrangement in accordance with said common content placement and at least one of said common style and said common navigation arrangement specified by said master specification.
7. (Previously Presented) The method of claim 6, wherein said master specification specifies said common style through a reference to a style definition.
8. (Original) The method of claim 7, wherein said master specification specifies said common design employing a markup language having language elements for specifying control information in a control section, and said specification of a

reference to a style definition comprises specification of said reference to said style definition in said control section.

9. (Currently Amended) The method of claim 6, wherein said master specification specifies said common navigation arrangement through a reference to a navigation specification definition.

10. (Currently Amended) The method of claim 9, wherein said master specification specifies said common design employing a markup language having language elements for specifying control information in a control section, wherein and said specification of a reference to a said navigation definition comprises specifying a reference to a navigation specification in said control section.

11. (Original) The method of claim 6, wherein said master specification specifies said common design employing a markup language having language elements for specifying content in a content section, and said specification of said common content placement comprises specifying said content placement in said content section.

12. (Original) The method of claim 6, wherein both of said first and second subordinate web page specifications specify said first and second content of said first and second resultant web pages using a markup language having language elements for specifying control information in a control section, and each of said referencing to the master specification comprises specifying a reference to said master specification in the control section.

13. (Previously Presented) The method of claim 6, wherein said master specification and said first and second subordinate web page specifications express the respective specifications using a markup language having language elements for specifying control information in a control section;

said specification of at least one of a common style and a navigation arrangement comprises specifying at least one of a reference to a

style definition and a reference to a navigation arrangement in the control section of the master specification;  
said first and second subordinate web page specifications specify first and second other control information in first and second control sections of the first and second subordinate web page specifications respectively;  
and  
each of said generating of said first and second resultant web pages comprises merging said specification of at least one of a reference to a style definition and a reference to a navigation arrangement in the control section of the master specification and the corresponding one of said first and second other control information in the control section of the corresponding one of said first and second subordinate web page specifications.

14. (Previously Presented) The method of claim 6, wherein said master specification and said first and second subordinate web page specifications express the respective specifications using a markup language having language elements for specifying control information in a control section;

said specification of common content placement comprises specification of a content section whose content is to be included from a referencing subordinate web page specification;

said first and second subordinate web page specifications specify said first and said second content in first and second content sections of said first and second subordinate web page specifications respectively;  
and

each of said generating of said first and second resultant web pages comprises merging a corresponding one of said specified first and second contents in said first and second content sections of said first and second subordinate web page specifications into the content section of the master specification.

15. (Original) The method of claim 6, wherein said first and second resultant web pages are referenced by first and second identifiers;

said method further comprises receiving said first and second identifiers requesting for said first and second resultant web pages; and at least said generations of said first and second resultant web pages are performed responsive to the corresponding receiving of said first and second identifiers.

16. (Previously Presented) An apparatus comprising:  
storage medium having stored therein programming instructions which, when executed, operate the apparatus to:  
receive a master specification defining a common design for resultant web pages to be generated, specifying common content placement and at least one of a common style and a common navigation arrangement for each of said resultant web pages to be generated;  
receive a first subordinate web page specification defining first content for a first resultant web page to be generated, specifying said first content for said first resultant web page to be generated, and referencing the master specification for content placement and at least one of style and navigation;  
receive a second subordinate web page specification defining second content for a second resultant web page to be generated, specifying said second content for said second resultant web page to be generated, and referencing the master specification for content placement and at least one of style and navigation;  
generate said first and second resultant web pages with said first and second contents being placed, styled and/or having a navigation arrangement in accordance with said common placement and at least one of style and navigation arrangement specified by said master specification; and  
a processor coupled to the storage medium to execute the programming instructions.
17. (Previously Presented) The apparatus of claim 16, wherein said master specification and both of said first and second subordinate web page specifications

express the respective specifications using a markup language having language elements for specifying control information in a control section;

said specification of at least one of a common style and a navigation arrangement comprises specifying at least one of a reference to a style definition and a reference to a navigation arrangement in the control section of the master specification;

said first and second subordinate web page specifications specify first and second other control information in first and second control sections of the first and second subordinate web page specifications respectively; and

said programming instructions operate the apparatus to perform each of said generating of said first and second resultant web pages in a manner that includes merging of said specification of at least one of a reference to a style definition and a reference to a navigation arrangement in the control section of the master specification and the corresponding one of said first and second other control information in the control section of the corresponding one of said first and second subordinate web page specifications.

18. (Previously Presented) The apparatus of claim 16, wherein said master specification and both of said first and second subordinate web page specifications express the respective specifications using a markup language having language elements for specifying control information in a control section;

said specification of common content placement comprises specification of a content section whose content is to be included from a referencing subordinate web page specification;

said first and second subordinate web page specifications specify said first and said second content in first and second content sections of said first and second subordinate web page specifications respectively; and

said programming instructions operate the apparatus to perform each of said generating of said first and second resultant web pages in a manner that includes merging a corresponding one of said specified first and

second contents in said first and second content sections of said first and second subordinate web page specifications into the content section of the master specification.

19. (Previously Presented) An article of manufacture comprising:  
a storage medium;  
a plurality of programming instructions stored in said storage medium to  
program an apparatus to enable the apparatus to:  
receive a master specification defining a common design for resultant  
web pages to be generated, specifying common content  
placement and at least one of a common style and a common  
navigation arrangement for each of said resultant web pages to  
be generated,  
receive a first subordinate web page specification defining first  
content for a first resultant web page to be generated,  
specifying said first content for said first resultant web page to  
be generated, and referencing the master specification,  
deferring to the master specification for content placement and  
at least one of style and navigation,  
receive a second subordinate web page specification defining second  
content for a second resultant web page to be generated,  
specifying said second content for said second resultant web  
page to be generated, and referencing the master  
specification, deferring to the master specification for content  
placement and at least one of style and navigation, and  
generate said first and second resultant web pages with said first and  
second contents being placed, styled and/or having a  
navigation arrangement in accordance with said common  
placement and at least one of style and navigation  
arrangement specified by said master specification.
20. (Previously Presented) The article of claim 19, wherein said master  
specification and both of said first and second subordinate web page specifications



express the respective specifications using a markup language having language elements for specifying control information in a control section;

said specification of at least one of a common style and a navigation arrangement comprises specifying at least one of a reference to a style definition and a reference to a navigation arrangement in the control section of the master specification;

said first and second subordinate web page specifications specify first and second other control information in first and second control sections of the first and second subordinate web page specifications respectively; and

said programming instructions operate the apparatus to perform each of said generating of said first and second resultant web pages in a manner that includes merging of said specification of at least one of a reference to a style definition and a reference to a navigation arrangement in the control section of the master specification and the corresponding one of said first and second other control information in the control section of the corresponding one of said first and second subordinate web page specifications.

21. (Previously Presented) The article of manufacture of claim 19, wherein said master specification and both of said first and second subordinate web page specifications express the respective specifications using a markup language having language elements for specifying control information in a control section;

said specification of common content placement comprises specification of a content section whose content is to be included from a referencing subordinate web page specification;

said first and second subordinate web page specifications specify said first and said second content in first and second content sections of said first and second subordinate web page specifications respectively; and

said programming instructions operate the apparatus to perform each of said generating of said first and second resultant web pages in a manner that includes merging a corresponding one of said specified first and

second contents in said first and second content sections of said first and second subordinate web page specifications into the content section of the master specification.

22. (Previously Presented) A web page generation method comprising:
- receiving a master specification defining a design for one or more resultant web pages to be generated, specifying in a first control section at least one of style and navigation arrangement and, in a first content section, first content placement for each of the one or more resultant web pages to be generated;
  - receiving a first subordinate web page specification defining first content for a first resultant web page to be generated, referencing in a second control section the master specification for content placement and at least one of style and common navigation, and specifying in a second content section said first content; and
  - generating said first resultant web page, adopting said first control section and first content section of said first subordinate web page specification and merging said specified first content into said first content section, resulting with said first content being placed, styled and/or having a common navigation arrangement in accordance with said common placement and at least one of said style and said navigation arrangement specified by said master specification.

23. (Previously Presented) The method of claim 22, wherein said first subordinate web page specification further specifies other control information in said second control section; and
- said generating of said first resultant web page further comprises merging said other control information in said first control section.

24. (Previously Presented) The method of claim 22, wherein said master specification and said first subordinate web page specification express the respective specifications using XHTML having a <head> section for specifying control information;

said specification of at least one of a common style and a navigation arrangement comprises specifying at least one of a reference to a style definition and a reference to a navigation arrangement in the <head> section of the design specification; and  
said generating of said first resultant web page comprises adopting said <head> section of said design specification.

25. (Previously Presented) The method of claim 22, wherein said master specification and said first subordinate web page specification express the respective specifications using XHTML having language elements for specifying control information in a control section;

said master specification specifies said content placement by specifying within said design specification a <body> section whose content is to be included from a referencing subordinate web page specification; and

said first subordinate web page specification specifies said first content by specifying within said first subordinate web page specification a <body> section; and

said generating of said first resultant web page comprises merging the content of the <body> section of the subordinate web page specification into the <body> section of the design specification.

26. (Previously Presented) The method of claim 22, wherein said master specification further specifies in a second content section, second content placement for each of the one or more resultant web pages to be generated, and said first subordinate web page referencing said first content section of said master specification for said first content placement;

said method further comprises receiving a second subordinate web page specification defining second content for said second content placement for said first resultant web page to be generated, referencing in a third control section the second content placement of the master specification for content placement and at least one of

style and common navigation, and specifying in a third content section said second content; and

said generating of said first resultant web page further comprises merging said specified second content into said second content section, resulting with said second content being placed, styled and/or having a common navigation arrangement in accordance with said common placement and at least one of style and navigation arrangement specified by said master specification.

27. (Original) The method of claim 22, wherein said first control section of said master specification comprises at least one variable control, and said second control section of said first subordinate web page specification comprises a control value for one of said at least one variable control.

28. (Previously Presented) An apparatus comprising:

storage medium having stored therein a plurality of programming instructions which, when executed, operate the apparatus to receive a master specification defining a design for one or more resultant web pages to be generated, specifying in a first control section at least one of style and navigation arrangement, and in a first content section content placement for each of the one or more resultant web pages to be generated,

receive a first subordinate web page specification defining first content for a first resultant web page to be generated, referencing in a second control section the master specification, deferring to the master specification for content placement and at least one of style and common navigation, and specifying in a second content section said first content, and

generate said first resultant web page, adopting said first control section and first content section of said master specification and merging said specified first content into said first content section, resulting with said first content being placed, styled and/or having a common navigation arrangement in accordance with said common placement and at least

one of style and navigation arrangement specified by said master specification; and  
a processor coupled to the storage medium to execute the programming instructions.

29. (Original) The apparatus of claim 28, wherein said second specification further specifying other control information in said second control section; and said programming instructions operate the apparatus to effectuate said generating of said first resultant web page, merging said other control information in said adopted first control section.

30. (Previously Presented) The apparatus of claim 28, wherein said master specification and said first subordinate web page specification express the respective specifications using XHTML having a <head> section for specifying control information;

said specification of at least one of a common style and a navigation arrangement comprises specifying at least one of a reference to a style definition and a reference to a navigation arrangement in the <head> section of the design specification; and  
said programming instructions operate the apparatus to effectuate said generating of said first resultant web page, adopting said <head> section of said design specification.

31. (Previously Presented) The apparatus of claim 28, wherein said master specification and said first subordinate web page specification express the respective specifications using XHTML having language elements for specifying control information in a control section;

said master specification specifies said content placement by specifying within said design specification a <body> section whose content is to be included from a referencing subordinate web page specification;  
and

said first subordinate web page specification specifies said first content by specifying within said first subordinate web page specification a <body> section ; and

said programming instructions operate the apparatus to effectuate said generating of said first resultant web page, merging the content of the <body> section of the subordinate web page specification into the <body> section of the design specification.

32. (Previously Presented) The apparatus of claim 28, wherein said master specification further specifies in a second content section, second content placement for each of the one or more resultant web pages to be generated, and said first subordinate web page referencing said first content section of said master specification for said first content placement;

said programming instructions further operate the apparatus to receive a second subordinate web page specification defining second content for said second content placement for said first resultant web page to be generated, referencing in a third control section the second content placement of the master specification for content placement and at least one of style and common navigation, and specifying in a third content section said second content, and merge said specified second content into said second content section, resulting with said second content being placed, styled and/or having a common navigation arrangement in accordance with said common placement and at least one of style and navigation arrangement specified by said master specification.

33. (Original) The apparatus of claim 28, wherein said first control section of said master specification comprises at least one variable control, and said second control section of said first subordinate web page specification comprises a control value for one of said at least one variable control.

## **Appendix B – Copies of Evidence Submitted**

No evidence has been submitted under 37 C.F.R. 1.130, 1.131, or 1.132. No evidence entered by Examiner has been relied upon by Appellants in the appeal.